



SAMSON SIEVE-GRIP MODEL-25

READY?

Have you investigated the Samson Tractor Farm in your neighborhood?

Why not increase your acreage—increase your yield per acre—and increase your bank account.

SAMSON
SIEVE-GRIP

tractors are built to help do these things. Sturdy—simple—powerful—they cut farm costs.

Every farm where a Sieve-Grip tractor is working is being bettered, is producing bigger net profit.

Let Us Tell You More About
Sieve-Grip Tractors

SEE IT WORK

ASK US

Whyman
Machinery Company

304 N. Central Avenue

Phone 4157

MEXICAN LINGO WAS TOO DEEP FOR SALESMAN

"ARE YOU A MASON?" OUT-
CLASSED FOR Gesticulations
AND CAMOUFLAGE

It is doubtful if any book of rules could cover all the problems that come to a salesman covering the Mexican border country, at least it is improbable that any other book than a Spanish primer would have safely guided the Goodyear salesman who figured in the following story.

This salesman, who had not been roaming the border long enough to acquire a speaking knowledge of the

border Mexican's lingo, found a Mexican vulcanizer upon whom he tried all the persuasive powers of his sign language, emphasizing each particularly good point with a deep guttural, and finally secured the prospect's signature on his order.

But it is one thing to secure a signature, and another to read it—and in this case it was unintelligible to the salesman. So the most difficult point in the transaction was still ahead. After profuse gesticulations and explanations he somehow convinced the Mexican that it would be all right for him to disclose his identity.

So the vulcanizer with a majestic sweep of the arm toward his front window seemingly indicated that his name could be found there. The salesman sailed snuvely out of the shop to find in perfect alignment on the window the sign, "Lantos y Tubos," all of which was noted on the order.

Now, of course, all stories to be worth telling, must have a sequel. In due time the order for Goodyear products was dispatched to the address indicated. It was not, however, till

the salesman's next call that he learned, much to his enigma, "Lantos y Tubos" was not the vulcanizer's name, but his business, for "Lantos y Tubos" in Mexican lingo means simply, "castings and tubes." But the shipment had reached its destination promptly, so "all's well that ends well."

OPERATING WITHOUT BATTERY

It is possible under certain conditions to keep a car that uses battery ignition running without the use of the battery. This is when the battery system employs a generator to feed a load after a certain engine speed has been reached, while the battery is called upon for speeds of less than fifteen miles or so. If the battery is out of commission, it is impossible to get the car started in the ordinary way, but if the vehicle is towed or otherwise gotten into motion, it can be kept going. Obviously the starter is out of commission and the speed of the car must be kept pretty well up, but in emergencies this dodge is worth remembering.

These Well Known Cars Advanced in Price Jan. 15th

The prices of practically all well known makes have advanced in price within the last year. Now is your chance to save from \$100 to \$300.

KING \$1950 advances to	\$2300
PREMIER \$2525 advances to	\$2650
REO \$1600 advances to	\$1750

We are expecting to hear daily of an advance on the Liberty, now selling at \$1545.

BUY NOW and SAVE ADVANCE. All prices f. o. b. Phoenix. We have a few used cars that are exceptional bargains. It is well worth your while to see them.

PREMIER—Demonstrator, run only 1000 miles \$2000

These cars all include the established "Leach Service"

Leach Motor Car Co.

Phone 1456
521 North Central Avenue

REO HEAD DEPLORES PATRIOTISM NOTE IN ADVERTISING

DECLARES MANUFACTURER OR
DEALER SHOULD SET CARS
PURELY ON MERIT

"If you have noticed a pleasing absence of appeals to 'patriotism' in Reo automobile advertising, it is intentional," says General Manager Scott of the Reo Motor Car company.

"I sometimes wonder at the affront, of business men who use so sacred a thing as our national patriotism to push the sale of their wares.

"Seems to me it is prostituting man's finest emotion to a very ordinary, if not a base, purpose. We are just as alert to further the reputation of the Reo product as any other manufacturer can be, but we do not believe in stooping to such methods by telling the buyer that it is 'your patriotic duty to buy,' etc., etc."

"Nor do we believe that as a firm it is right for us to flaunt before the eyes of everybody the little part we are so fortunate to play in helping Uncle Sam along with his war plan."

"That is our patriotic duty and our privilege—it is as unbecomingly to advertise the fact as it would be to exploit personal charities or to press agent one's activities in the interest of public welfare."

"I have been astounded to note that some concerns that are handled by individuals who, in private life, would seem to be above such methods, have made the most flagrant abuse of the word 'patriotism' in this form."

"We Reo folk hope to do our part—if it were not for violation of what I have just said above, might specify how and in what directions we are and have been doing our part—but we do not feel that we are any more entitled to public patronage on that account."

"In fact, if somebody else makes a better automobile, we would feel that we were less entitled to his patronage or his confidence."

"If the quality of the product itself is sufficient grounds for exploitation in peace times, surely we can adhere to those same qualities in war times and without appropriating to our own little personal advantage the quality of patriotism that all Americans feel and which, like religion, can be played upon by those who are sufficiently irreverent to do so."

DON'T LIKE "MISTER" THEY USE "ESQUIRE"

(Phila. North American)

To the mind of the average American "John Jones, Esq." and Mr. John Jones" are exactly the same, but in England and, indeed, throughout the British Isles, the distinction between the two is so definite that a campaign is now being waged to prevent the use of esquire save by those who have a right to the title. For title it is in British eyes, and so proud of it are most of those who have it that they will pay extra to have it added to their names in printed lists of citizens, and will protest angrily to anyone who dares to send a letter addressed just to "Mr. So and So."

Indeed, the late Englishman declared that not only was it an insult to him but it was bad for the tone of the whole household for the servants to see letters addressed to him with just a Mr. instead of esquire, while other men have carried their quarrels over it almost to court because they believed the man who wrote the letter addressed them with deliberate intention to annoy them when they omitted the "esquire" from the envelope of letters.

The fact remains, however, that it is quite as much a source of annoyance when the esquire is used to persons who have no right to it, and the difficulties of the American in London who fears to insult a man by not addressing him as esquire, or insulting others by using it are easy to imagine. Common usage has of course to a great extent made its use permissible to all who are gentlemen of good standing," but the title itself belongs only to the sons of noblemen or those holding office under the crown.

The word itself means shield bearer and originally the esquires were the companions of the knights, carrying their shields into the lists or in battle and ranking next to the knights themselves, and much higher than the mere valet or attendant. To be an esquire one had to be a member of a titled house, though the title itself originally went with the office, not the office with the title, but when times changed and being a knight meant bearing a title instead of a shield, the word "esquire" became in itself a sort of title.

TWICE TURN BACK THE GERMAN FLOOD

(Review of Reviews)

Twice, at the Marne and at Verdun, the French alone, for the British share in the Marne was nothing, have arrested the German flood, stopped it, turned it back, retained the field at the end of the struggle and the prizes that go with the victory. To have forecast in 1914 that France could do this would have been to invite ridicule in Berlin and dubitation in France. And this is the great and enduring contribution of France in the war. It is not in the power of the country inferior in population and resources to its great neighbor to win an offensive battle. The battles of Champagne in 1915, of the Aisne this year, demonstrate this.

The United States, Great Britain, Russia must turn the French achievement into the final profit; they must defeat the German whose two great efforts France has parried and beaten down. And since Russia is out of the running, the burden falls upon the United States and Britain. Already Britain has made a beginning. The Somme, Arras, Messines—these are material and promising signs. But Russian collapse has released German troops and these troops demand fresh allied forces to face them; so the struggle goes over another year.

Yet just as Antietam and Gettysburg were the highwater marks of the Confederacy, the Marne and Verdun are unmistakably the supreme limits of German effort. A victory on either field would have won the war; defeat on both fields made victory impossible in the larger sense. Nearly two years separated Gettysburg from Antietam. But the power of the south, offensively, was broken in the first days of July, 1863. All the chances that they could hope to have were with them and they lost. And all the chances were with the Germans both at the Marne and at Verdun. They had a far greater advantage than Lee had, for we outnumbered and outgunned on both fields.

The proof of this is that after Verdun, after the campaign of 1916, the



We have received notice from the Chevrolet Motor Co. that the price of the Four-Ninety Model will be advanced \$50.00 on March 1st

You Save \$50.00

By buying your car now. The Four-ninety touring car now sells for \$733.00 with the war tax paid, delivered in Phoenix. This is the greatest automobile value in the world. Buy now and save \$50.00.

Brown-Dryer Motor Co.

Phone 1963

316-318 E. Washington St.

Germans first proposed peace and then risked all upon their submarine campaign. It remains their single chance; this their own statesmen do not hesitate to affirm.

IMPORT OF USED CARS TALKED BY LOCAL AUTO MAN

(Continued from Page 1)

today are accomplished by trade-ins. This may sound a big figure, but when you realize the number of cars in service in Phoenix, you will see that the number who have no cars, but can afford to own them is comparatively small.

"We must dispose of these old cars in some way. At the start the trade-ins were stuck away in the basement, garage or on an upper floor, and when a man came in looking for one he was shown the job just as it stood, without a thing having been done. Also, he was told what we knew about the car

and he took it on his own responsibility.

"Things are different now," continued Mr. McArthur, "for after mechanics and painters get through with a used car, some of them can hardly be told from a new one and instead of being in the basement, the used car department occupies a prominent space in every up-to-date automobile building."

McArthur Brothers have adopted a policy of having big used car clearance sales twice a year, a sale of two weeks duration, during which time special prices are made.

The first 1918 used car sale starts with us January 19 and to give you an idea of the prominence of this event, we are moving all of our new cars from the first floor and the entire salesroom will be devoted to used car selling.

About 60 cars will be placed on sale and the efforts of all our salesmen will be placed on used cars during this period.

So you can see, said Mr. McArthur, that McArthur Brothers' semi-annual used car sale will make the

buying an easy matter for the customer.

DUCK HUNTING IN CLOSED CAR NOVEL VENTURE

(Continued from Page 1)

Galveston, and from El Paso the doctor drove to Phoenix. He is now en route to the Pacific coast.

While on their trip into Mexico, the physician and his companions were all heavily armed with automatic revolvers. Since they were in the Big Bend region they expected trouble and were prepared for it, but no bandits apparently had the forwardness to dispute the right of way to the distinguished looking sedan.

Several snowstorms were encountered en route, but in their cozy quarters the travelers didn't mind the weather. They stopped when they pleased, and if they felt like it, simply curled up on the cushions and went to sleep.

Removing the Light From Under the Bushel!

Some cars are advertised as having a Dual Power Range—The King "8" has had it for the past two seasons.

Some cars claim light weight—The King "8" is the lightest seven-passenger car built, with but one exception.

A high-priced 8-cylinder car adopted the staggered type of connecting rod bearings—The King "8" has used them for years.

Some cars claim easy riding qualities because of the cantilever spring—The King was the first American built car to use this type of spring.

Some cars claim lots of "driver's leg room"—The King "8" has more room in the front seat than any other seven-passenger car, with but one exception—that being a car with 142-inch wheelbase and selling in excess of \$5,000.

90 per cent of the motor cars built today have left-hand drive and center control—The King was the first car to adopt this feature.

Borg & Beck Clutch, Fedders Radiator, Columbia Axles, Spicer Universals, Atwater-Kent Ignition, Stewart Vacuum System, even the En Bloc Motor are the standard of quality and practice today and all these are included in the specifications of the King "8."

The King has always been the product of advanced engineering principles—improvements that have made it the most desirable motor car built from the owner's point of view.

If Low First Cost and Economy of Upkeep mean anything to you, then you will select the

KING
EIGHT CYLINDER

Seven Passenger Touring, \$2350 Fourseater, \$2500, Delivered Here
LEACH MOTOR CAR COMPANY
A Motor Car for Every Income

521 North Central Ave.

Phone 1456

This advertisement suggested by Mr. Arthur Heineken, a well-known Los Angeles, Cal., Architect, who owns a King "8."